

"Matheson"

TOURING CAR

**MATHESON MOTOR CAR CO.
WILKES-BARRE, PA.**

"America's Finest Motor Car"

The "Matheson" touring car is designed to compete principally with the very finest and highest priced cars of foreign make. Its exceptional qualities and superior operation can only be fully appreciated by *actual comparison* with others, *part for part*, and by *actual long-distance road demonstration*. It is, without any exception, far and away the most thoroughly mechanical, the strongest built, the most powerful, the fastest, the handsomest and the most completely equipped car on the market today.

Characteristic Features :

Self-starting from the seat, with make-and-break ignition.

Practically noiseless in operation.

Absence of vibration.

Four-cylinder vertical engine, having all valve actuating mechanism on top of engine, most quickly and conveniently accessible.

Valves in the head, side by side, mechanically operated, interchangeable, never require regrinding.

Wide range, multiple spray, automatic carburettor. Will stay adjusted. Enables the engine to be so throttled as to give a range of speed from five to sixty or more miles an hour (according to H. P. of engine) with highest speed gear. Vaporizes any grade of gasoline.

Automatic speed-control by governor, prevents "racing" of the engine when clutch is released.

Automatic lubrication, multiple, positive, force, sight feed. Starts and stops with the engine.

Normal engine speed, 600 revolutions per minute.

Range of engine speed, 200 to 1200 revolutions per minute.

Sliding-gear transmission. Gears and shafts of Chrome nickel steel, all mounted on Hess-Bright ball-bearings (Imported).

Make and break ignition, with magneto.

Irreversible steering gear.

Extra large bearings, insuring long life, greater reliability, and practically no replacements.

Hess-Bright ball-bearings (imported) on transmission shafts, differential shafts, steering knuckles and in the clutch actuating mechanism. Roller bearings on all wheels. Special bronze bearings for all other parts.

Four especially powerful brakes; two are water cooled.

Hill-pawl, prevents car backing down grades.

Axles, special nickel steel forgings; I-beam pattern.

Frame, cold rolled pressed nickel steel.

Reciprocating, rotary, spring suspension, front and rear relieving the springs of all torsional strain.

Sprockets, detachable and interchangeable.

Double chain drive.

Road clearance, 9 inches.

Side-entrance, aluminum bodies, superbly finished, the unparalleled productions of J. M. Quinby Co. and Moore & Munger Co.

Upholstering, the richest and most luxurious known to the art.

Cape-cart folding top, waterproof.

French plate glass front.

A more complete equipment throughout than may be found with any other car.

Wheels, 36 inches.

Wheel-base, 40-45 H. P., 112 inches; 60-65 H. P., 118 inches.

Tread, 56 inches.

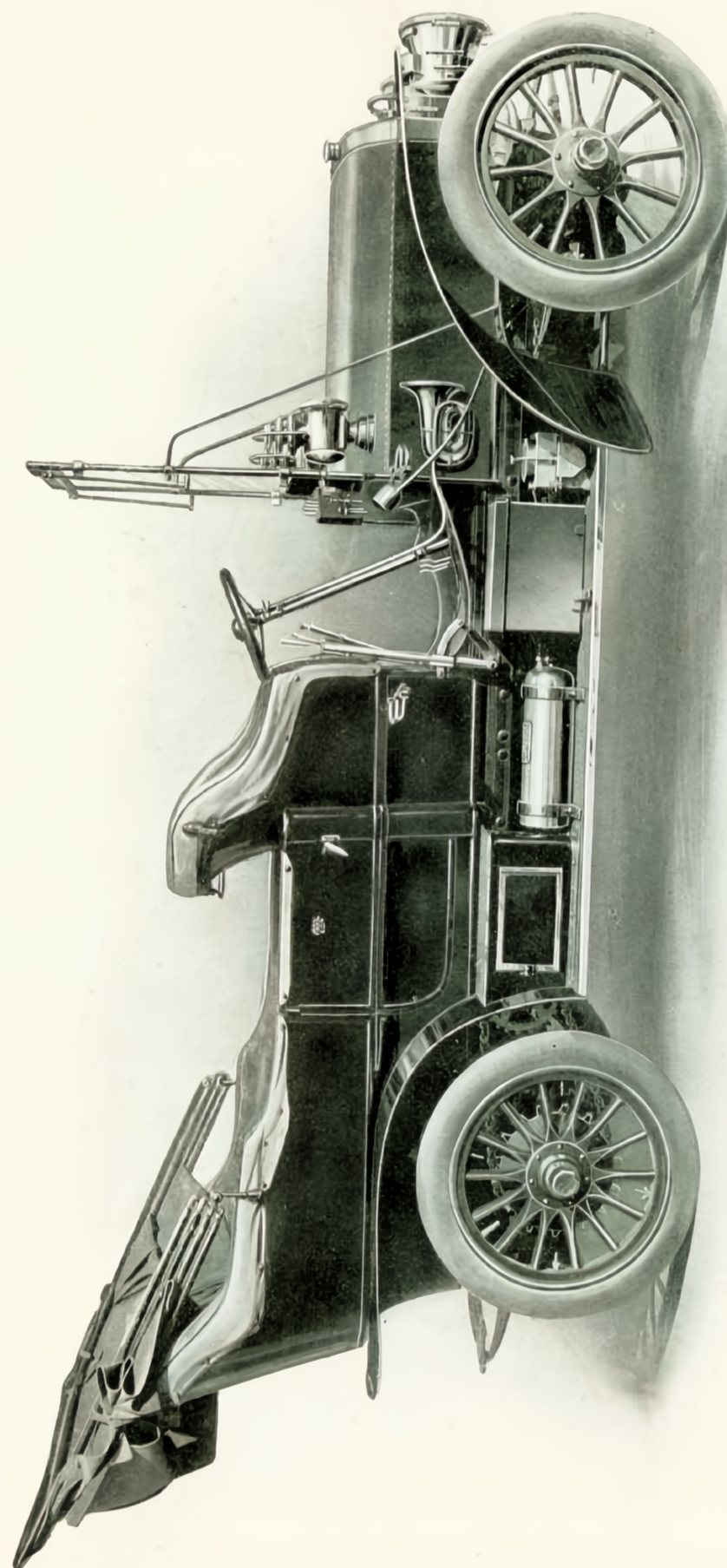
Tires. "Diamond" clincher or option of any American make using standard rims. Others extra.

Gasoline tank, capacity, 20 gallons; good for 250 to 300 miles.

Radiator, honeycomb type.

Long life insured by using greater factors of safety in every vital part than ordinarily employed, insuring absolutely safe driving regardless of speed or condition of roads. These cars are built to give at least ten years perfect service with practically no repair expense, if intelligently driven.

Speed guaranteed, 60 miles an hour for the 40-45 H. P. car and 70 miles an hour for the 60-65 H. P., under normal conditions on good roads. About 10% greater speed may be acquired by the use of larger sprockets and still higher speed in racing trim.



The Engine is of the 4-Cylinder Vertical Type. No valve chambers or pockets are used to cause uneven strains and distortions of the cylinder barrel due to uneven expansion in operation.

The Cylinder Heads containing both inlet and exhaust valves are also of a perfectly cylindrical shape.

The Inlet and Exhaust Valves are interchangeable. They are mechanically operated through rocker levers from the second shaft, located directly in line with the valves on the sides of the cylinder heads.

The Cam Shaft (or second shaft) is cut from the solid, no pins or keys being used to fasten the cams on the shaft.

The Crank Shaft is of extra large dimensions and supported by five bearings. It is turned from the solid of best open-hearth steel.

All Bearings throughout this engine are of liberal size and are lined with a special bronze bearing metal which has given absolute satisfaction for many years under the most severe conditions.

The Carburettor, by means of a wide-range multiple port throttle and sprays, gives the correct mixture at all speeds. Will stay adjusted and will vaporize any grade of gasoline. No unreliable float to get out of order.

The Governor controls the engine perfectly.

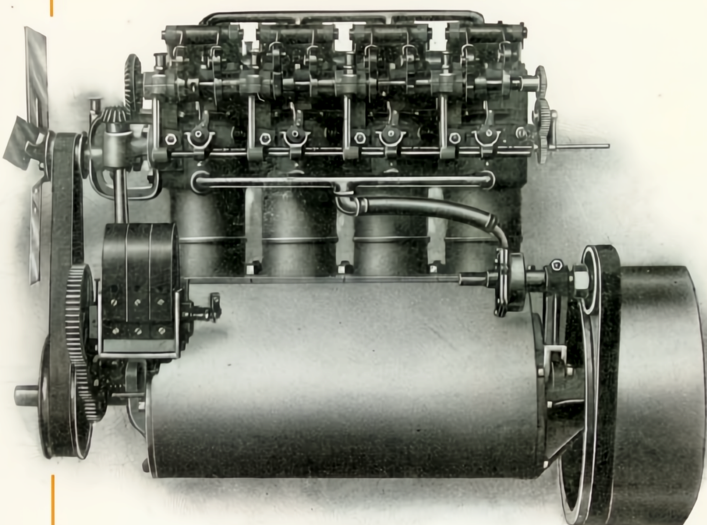
The Ignition is by "Make-and-Break" system with alternating magneto geared direct to the engine.

The Self-Starting feature is extremely valuable. Two years successful use has proved our every claim for it. Operated with make-and-break ignition.

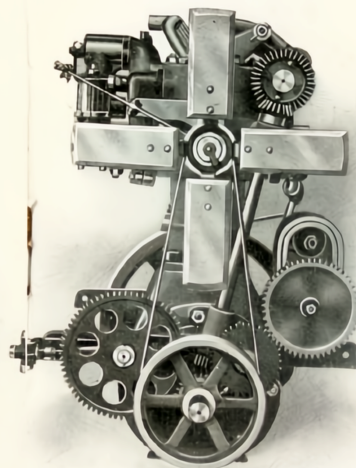
The Lubrication is automatic, multiple, positive, force, sight feed. Starts and stops with the starting and stopping of the engine.

The Muffler is exceedingly efficient, practically eliminating all back pressure.

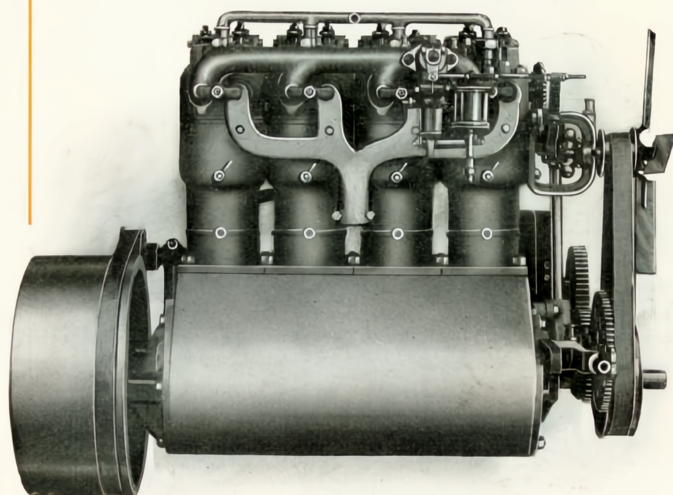
The Design and Workmanship of our Engine are the best that experience, skill and improved methods of construction can produce, and are the product of over ten years of constant and successful development



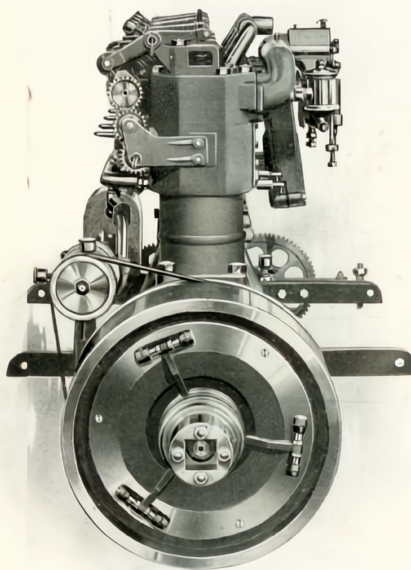
LEFT SIDE OF ENGINE



FRONT OF ENGINE



RIGHT SIDE OF ENGINE



REAR OF ENGINE

The Proof of Quality

From J. P. Lyman, President,
American Glue Co.

Matheson Motor Car Co. BOSTON, MASS., Nov. 28, 1905.

Gentlemen:—After driving my 40 horse power "Matheson" nearly 6,000 miles over New England roads and very steep grades, I can say without hesitation, that for efficiency and reliability, absence of repair expense to mechanical parts and adaptability to American roads, it has far exceeded my expectations and your representations when I purchased the car.

Many times I have run from Boston to my summer home, a distance of 50 miles, covering many heavy grades, without changing from the high speed, or once stopping the engine, where other makes of cars of the same horse power are compelled to change to lower speeds.

In my judgment, it is the best built and most reliable car in the market today.
Very truly yours, J. P. LYMAN.

From Chas. A. Singer,
Singer Sewing Machine Co.

Matheson Motor Car Co. LARCHMONT, N. Y.

Gentlemen:—I have covered many thousands of miles in my "Matheson" car during the past two seasons. From my experience with your car and several other high power cars which I have owned during the past several years, I am satisfied the "Matheson" is the most powerful and in every way the most thoroughly mechanical car on the market. I have also compared your car mechanically with a number of foreign cars, and am convinced that for American roads the advantages are all in your favor.

My recent order, placed with you for your 60-65 H. P., \$7,500, 1906 Model, further emphasizes my great satisfaction with the "Matheson."
Yours truly, CHAS. A. SINGER.

From Joseph A. Skinner, Secy.
William Skinner Mfg. Co.

Matheson Motor Car Co. HOLYOKE, MASS., Dec. 20, 1905.

Gentlemen:—In answer to your question as to how I like the "Matheson" car purchased of you, I am pleased to say very much indeed. I have run it about 3,000 miles and experienced very little trouble. It is by far the easiest running car I have ever used. I cheerfully recommend it.

Very respectfully yours, JOSEPH A. SKINNER.

From Rev. Dr. John R. Paxton,
51 West 46th Street.

Matheson Motor Car Co. NEW YORK, CITY, June 21st, 1905.

Gentlemen:—I am entirely satisfied with my "Matheson" car. There may be its equal among all the cars now on the market, but certainly there is no car, foreign or home-made, its superior. It balks at nothing, deep sand or miry clay, takes the steepest hills without wheezing or stalling, jogs along like a family horse, or rushes forth and straight on like wind or swallow's flight, annihilating distance. It is a great car, so strong, so safe, so sensitive and obedient. It verily seems alive, to think. I am glad I was led to buy your car. I shall never lag, dust-choked and humiliated, in the rear of other tourists. I congratulate your company on its fair name and growing reputation.

Very sincerely yours, JOHN R. PAXTON.

From Hon. R. Jay Walsh, President,
Greenwich Title, Loan & Trust Co.

Matheson Motor Car Co. GREENWICH, CONN., Dec. 4, 1905.

Gentlemen:—I ran the 40 H. P. 1905 car purchased of you between 5,000 and 6,000 miles during the latter part of the summer and fall. It has not, to my knowledge, been to the repair shop or needed repairs in mechanical parts.

Yours truly, R. JAY WALSH.

From W. P. Holliday, President,
Central Savings Bank.

Matheson Motor Car Co. DETROIT, MICH., Dec. 1, 1905.

Gentlemen:—Regarding my 40 H. P. "Matheson" car, which I have now run for six months, will say I have driven it 5,000 miles and it has never been passed on the road. I have had no occasion to put it in the shop for changes or repairs. It is always ready. I could not enumerate the very strong advantages of your machine over other makes without covering the entire machine. I know of no other American machine its equal in any particular, and believe there is but one foreign machine near enough to it to even get in its dust.
Yours truly, W. P. HOLLIDAY.

The Proof of Quality

From Robert H. Hey,
Richard Hey & Son, Manayunk.

Matheson Motor Car Co. PHILADELPHIA, PA., Nov. 28, 1905.

Gentlemen:—I purchased a "Matheson" car from you last March and since then have traveled about 5,000 miles through this section of the country which is known by its rough roads and long hills. I can find no fault whatever with the machine, and as a hill climber I haven't seen its equal. I have been in the manufacturing business about thirty-five years and have handled all kinds of machinery and have never seen a machine which has had better mechanical workmanship and material. The car is apparently in the same condition as when I received it.

Yours very truly,
ROBERT H. HEY.

From Wm. J. Hyde,
Hyde & Behman Theatrical Co.

Matheson Motor Car Co. BROOKLYN, N. Y., Dec. 11, 1905.

Gentlemen:—The 40 H. P. "Matheson" touring car, which I purchased last spring, at the suggestion of Mr. Wallace Owen, has given me entire satisfaction.

The car has cost me practically nothing for repairs to date, and after having stood a very rigid test, as to wearing ability, is in as good condition as when delivered to me. It is my opinion that the "Matheson," for speed and hill climbing, is as good, if not better, than any car on the market, and its mechanical simplicity makes it possible to be successfully operated by an amateur.

Yours very truly, WM. J. HYDE.

From Frank J. Batcheller, Capitalist,
Hotel Bellevue.

Matheson Motor Car Co. BOSTON, MASS., Dec. 15, 1905.

Gentlemen:—After using my 40 horse-power "Matheson" car since last February, and running it upwards of 15,000 miles, I desire to express my opinion of the car. I own three automobiles, each of which I have used considerably, and I have come to the conclusion that no real automobilist can afford to be without the "Matheson" car. Possibly my experience with my cars will be of interest to you.

The first car I ever owned was a 1904 Model 30-35 horse-power. After using it carefully for a month, and meeting with no accidents, my repair bill was upwards of \$692, and even at that expense, it has been impossible to get the car in first-class condition again. My second car was a 40 horse-power, one of the most expensive French cars made, and one of the best. This car is as near perfection as human skill can make it, and after running it upwards of 10,000 miles, I can conscientiously say that it has given me no trouble whatsoever. But perfect as is this example of French workmanship, in power it in no way compares with my "Matheson" car. For ploughing through poor or muddy country roads there is no car like the "Matheson." For hill-climbing it has no equal. Of all cars that I have ever ridden in (and I have ridden in many foreign cars), the "Matheson" is far and away the most powerful. For touring through the country, by all means the chief pleasure of automobiling, no car in the world equals the "Matheson." I believe that in a short time the "Matheson" will be recognized, not only as the foremost American car, but as the leading car of the world.

Sincerely yours, FRANK J. BATCHELLER.

From D. T. Leahy,
Fletcher, Sillocks & Leahy, 40 Wall Street.

Matheson Motor Car Co. NEW YORK, CITY, Dec. 2, 1905.

Gentlemen:—I have owned a 40 H. P. "Matheson" for four months, have driven it about 3,500 miles, and it has been in running order every day. I therefore feel well satisfied with its ability to give continuous and efficient service, and may add as an additional source of satisfaction, that since I have run the car the repair expense account has been practically nothing.

Very truly yours, D. T. LEAHY.

From Don H. Bacon, President,
Tenn. Coal, Iron and Railroad Co.

Matheson Motor Car Co. BIRMINGHAM, ALA., Dec. 1, 1905.

Gentlemen:—The 40 H. P. "Matheson" car that I received from you in May last has run between 2800 and 2900 miles over country roads that were often rough. It is reliable, easily handled, and requires but little adjustment and repairing. All who have examined the car have noted the excellent design and finish of the engine and all connections. Am pleased to commend the car very highly.
Yours truly, DON H. BACON.

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